FILE

OCTOBER 27

1969 fashion calendar

29th year · issued weekly

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ruth finley, publisher tr 9-2343 8 east 77th street new york, n.y. 10021

FASHION CALENDAR

NOTE: Although listings are repeated until the scheduled date of each event, they frequently incorporate IMPORTANT CHANGES. A CAREFUL CHECK OF EVERY issue will, therefore, yield maximum use of FASHION CALENDAR to the reader...Ruth Finley, Editor.

WEEK ENDING FRIDAY, OCTOBER 24, 1969

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday Oct. 23 8:30 A.M. Breakfast	PREVIEW: SPRING COLLECTION	KASPER FOR JOAN LESLIE	500 CLUB 500 SEVENTH AVENUE
	Show at 9:00, by invitation. Thereafter continuous at showroom, 530 Seventh Avenue, 4th floor. Contact: Miss Shelley, LW. 4-9000.		
Oct. 23	9:00 A.M., BABA, 18 East 53rd Street, 9th floor, PL. 2-0727.		
Oct. 23	9:30 A.M., TIFFEAU, 550 Seventh Avenue, 8th floor, WI. 7-4551.		
Thursday Oct. 23 10:00 A.M.& 2:00 P.M.	SPRING-SUMMER LINGERIE	VANITY FAIR	640 FIFTH AVENUE SHOWROOM - 6TH FLOOR
	Second showing at 2:00 P.M. Both shows for resident buyers. By reservation. Contact: Del Roberts, JU. 2-6767.		
Oct. 23	10:00 A.M., ADELE SIMPSON, 530 Seventh Ave., 23rd fl., LA. 4-7626.		
Oct. 23	10:00 A.M., SAMUEL WINSTON, 530 Seventh Avenue, 11th fl., CH. 4-2616.		
Oct. 23	11:00 A.M., OSCAR DE LA RENTA BOUTIQUE, 550 Seventh Ave.,23rd fl.,LA.4-9350.		
Oct. 23	12:00 Noon, HAROLD LEVINE, 530 Seventh Avenue, 21st floor, LA. 4-0237.		
Thursday Oct. 23 12:00 Noon	OPENING: CRUISE-SPRING COLLECTION	COUNTESS ALEXANDER	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
	Also Oct. 30, Nov. 6 at 12:00 Noon. By reservation. Contact: CH. 4-5693.		
Thursday Oct. 23 12:30 P.M. Luncheon	NINTH ANNUAL INT'L FABRICS FASHION SHOW	NATIONAL SOCIETY OF INTERIOR DESIGNERS	N.Y. HILTON HOTEL BALLROOM
	Theme: "We Create"--men's and women's fashions by 40 leading designers in home furnishings fabrics. Chmn.: Geraldine Nicosia. Co-chmn.: Hortense Davis. Tickets: $15.00 each, for benefit of NSID Educational Fund. Contact: NSID,315 E.62nd St., 838-5906. Publicity: Ted Materna Associates, 75 East 55th Street, PL. 3-3240.		
Thursday Oct. 23 12:30 P.M. Luncheon	SPRING LINGERIE PREVIEW	KAYSER/PERMA-LIFT (640 FIFTH AVENUE)	DELMONICO HOTEL CRYSTAL BALLROOM
	Preview of Spring '70 foundations, lingerie, loungewear. For resident buyers, press. By invitation only. Contact: Johanna Lee, PL.7-9600.		
Thursday Oct. 23 1:00 P.M.	OPENING OF SPRING COLLECTION	CEIL CHAPMAN	530 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
	By reservation. Contact: WI. 7-9470.		
Oct. 23	1:00 P.M., HARVEY BERIN, 530 Seventh Avenue, 7th floor, PE. 6-0206.		
Oct. 23	2:00 P.M., VANITY FAIR RESIDENT BUYER SHOW (see above)		

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DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Oct. 23	2:30 P.M., BILL BLASS, 550 Seventh Avenue, 17th floor, LA. 4-6968.		
Oct. 23	2:30 P.M., BRANELL, 530 Seventh Avenue, 27th floor, PE. 6-6983.		
Thursday Oct. 23 3:00 P.M.	OPENING OF SPRING COLLECTION By reservation. Contact: LO. 4-9115.	ANNE FOGARTY	550 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
Thursday Oct. 23 3:00 P.M.- 6:00 P.M.	PRESS PREVIEW: COSMETIC PRESENTATION "Follies, Dollies and All That Jazz"--presentation by Billy Mitros. By invitation only. Contact: Mary Robeson, EL. 5-2500, Ext. 1808.	HOLIDAY MAGIC COSMETICS (LOS ANGELES)	PLAZA 9 HOTEL PLAZA
Oct. 23	4:00 P.M., DONALD BROOKS, 550 Seventh Avenue, 21st floor, WI. 7-8235.		
Oct. 23	4:00 P.M., JOHN MOORE, 550 Seventh Avenue, 24th floor, OX. 5-1350.		
Oct. 23	4:00 P.M., MALCOLM STARR, 530 Seventh Avenue, 20th floor, 594-0030.		
Thursday Oct. 23 6:00 P.M.	RESORT-SPRING COLLECTION By invitation. Thereafter, by appointment, 498 Seventh Avenue, 7th floor, beginning Fri., Oct. 24. Publicity: Lida Livingston, 421-1812. Contact: James Jure, 868-1280.	HELEN ROSE (LOS ANGELES)	ST. REGIS-SHERATON PENTHOUSE
Friday Oct. 24 8:30 A.M. Breakfast	LOS ANGELES COUTURE IN NEW YORK Final day of California Press Week: 8:30: Travilla; 11:00: Werle; 2:30: Helga; 3:00: Ernst Strauss; 3:30: Ric McClintock; 4:00: Bert Geiger/Campioni; 4:30: Hubert Latimer for Irene. By invitation. Contact: Marjorie Carne, 213-627-1034 (L.A.); or PL. 9-3000 (N.Y.)	LOS ANGELES FASHION GUILD	HOTEL PLAZA TERRACE ROOM
Friday Oct. 24 9:00 A.M. Breakfast	NEW YORK OPENING: SPRING COLLECTION By invitation only. (Beginning Wed., Oct. 22, by appointment.) Contact: Dolores Byers, 213-627-9154 or PL. 9-3000. Press: Audrey Leeds, 563-4632.	TRAVILLA (LOS ANGELES)	HOTEL PLAZA TERRACE ROOM
Friday Oct. 24 6:00 P.M.	ANNUAL DESIGNERS BALL Benefit for Boys Club of Newark. Contact: Publicity Dept., 201-565-1234.	BAMBERGERS (NEWARK, N.J.)	T.S. HANSEATIC PIER 40
Saturday Oct. 25- Nov. 2	ANNUAL ANTIQUES FAIR Admission: $2.50, for benefit of Brooklyn Museum. Hours: 1:00-11:00 P.M. daily; 1:00-7:00 P.M., Sunday and last day. Publicity: Pearl Winick, 11 Warren Street, 233-6010.	NATIONAL ARTS & ANTIQUES FESTIVAL	SEVENTH REGIMENT ARMORY PARK AVE.& 65TH STREET
Oct. 25- Nov. 2	JAPAN EXPOSITION AT NEW YORK COLISEUM Contact: Expositions and Shows, Inc., PL. 1-2370.		

WEEK BEGINNING MONDAY, OCTOBER 27, 1969

Monday Oct. 27 8:30 A.M. Breakfast	SHOWING OF MEN'S AND BOYS' FASHIONS "Viewpoints '70"--collection of men's and boys' wear ideas by the editor, the designer, the retailer. Show at 9:00. (Repeat Show: Tues., Oct. 28, 8:30 A.M.) By invitation. Contact: Jean Driscoll, EL. 5-7850.	CORDUROY COUNCIL (527 MADISON AVENUE)	HOTEL McALPIN B'WAY & 34TH STREET

READY-TO-WEAR TIME TABLE, WEEK OF OCTOBER 27

	MONDAY, OCT. 27	TUESDAY, OCT. 28	WEDNESDAY, OCT. 29	THURSDAY, OCT. 30
10:00		Jack Sarnoff(O) Ben Reig Adele Simpson		
10:30		Trigere	Oscar de la Renta	Philip Sills Bonnie Cashin(P)
11:00	Marquise	Gino Charles(O) Seymour Fox(O)	Marquise	Seymour Fox
12:00			Malcolm Charles(O)	Countess Alexander
1:00	Teal Traina	Harvey Berin Teal Traina		Harvey Berin
2:30		Adolph Blank(O) Larry Aldrich Christian Dior-NY	Adolph Blank	
3:30		Claret(P)		
4:00	Chester Weinberg			

Oct. 27 11:00 A.M., MARQUISE, 512 Seventh Avenue, 35th floor, BR. 9-5794.

Monday Oct. 27 12:00 Noon Luncheon	PRESS PREVIEW: SPRING FABRIC BOUTIQUE Multi-media fashion show. By invitation only. Contact: Anneleise Mauss, 333-6064.	YVES ST.LAURENT FABRIC BOUTIQUE	BURLINGTON HOUSE 1345 SIXTH AVENUE

Monday Oct. 27 12:30 P.M. Luncheon	FASHION SHOW AT LUNCHEON Showing of fashions for fun and formal wear. By reservation ($5.75): PL. 9-7010. Fashion Director and Commentator: Mary Alice Rice, PL.2-5726.	SWEE LO (20 EAST 54TH STREET)	HOTEL PLAZA TERRACE ROOM

Oct. 27 1:00 P.M., TEAL TRAINA, 550 Seventh Avenue, 22nd floor, LA. 4-3520.

Oct. 27 4:00 P.M., CHESTER WEINBERG, 498 Seventh Avenue, 10th floor, CH.4-3877.

Oct. 27 5:30 P.M., HELGA, HOTEL GOTHAM, Suite 1609, CI. 7-2200.

Monday Oct. 27 6:00 P.M. Cocktails	SPRING MARKET PRESENTATION "Spring Flora." Show at 6:30. By invitation. Contact: Lois Watson, 3641 Apparel Mart, Dallas, 214-631-0622.	TEXAS FASHION CREATORS ASSN.	FASHION THEATRE APPAREL MART

Beginning Monday Oct. 27	OPENING OF SPRING COLLECTION Designed by Dorothy Arden. Continuous showings. Contact: LW. 4-0220.	ARBE ORIGINALS; ARBE IMPORTS	498 SEVENTH AVENUE SHOWROOM - 11TH FLOOR

Beginning Monday Oct. 27	OPENING OF SPRING COLLECTION Continuous showings. Contact: 244-6761.	CARLYE DRESS	530 SEVENTH AVENUE SHOWROOM - 8TH FLOOR

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Beginning Monday Oct. 27	OPENING OF SPRING COLLECTION Continuous showings. Contact: LO. 4-3470.	EDIE GLADSTONE FOR DEEBS	512 SEVENTH AVENUE SHOWROOM - 44TH FLOOR
Beginning Monday Oct. 27	OPENING OF SPRING COLLECTION Continuous by appointment. Contact: BR. 9-3650.	LAURENCE GROSS BY LEVINO VERNA	498 SEVENTH AVENUE SHOWROOM - PENTHOUSE
Beginning Monday Oct. 27	OPENING OF SPRING COLLECTION Continuous by appointment. Contact: Ethel Shields, 736-1310.	MILA EDITIONS	205 WEST 39TH STREET SHOWROOM - 9TH FLOOR
Beginning Monday Oct. 27	OPENING OF SPRING COLLECTION Continuous by appointment. Contact: Ethel Shields, 736-1310.	ERIC DE JUAN FOR RENBROOK	205 WEST 39TH STREET SHOWROOM - 9TH FLOOR
Monday Oct. 27-Nov. 14	PREVIEW: 35TH ANNIVERSARY Presentation of Mademoiselle's "Birthday Package" of Spring promotions in February, March, April 1970. Breakfast: 8:30 A.M. Cocktails: 4:30 P.M. By reservation. Contact: Lenore Benson, 689-5900, Ext. 653.	MADEMOISELLE MAGAZINE	420 LEXINGTON AVENUE SHOWROOM - 18TH FLOOR
Oct. 28	8:30 A.M. CORDUROY COUNCIL SHOW (see page 2)		
Tuesday Oct. 28 10:00 A.M.	OPENING OF SPRING COLLECTION Also Oct. 30, Nov. 5 at 10:00. By reservation. Contact: PE. 6-7121.	MOLLY FOR JACK SARNOFF	512 SEVENTH AVENUE SHOWROOM - 30TH FLOOR
Oct. 28	10:00 A.M., BIANCHI, 499 Seventh Avenue, 10th floor, BR. 9-0292.		
Oct. 28	10:00 A.M., BEN REIG, 498 Seventh Avenue, 23rd floor, CH. 4-1542.		
Oct. 28	10:00 A.M., ADELE SIMPSON, 530 - 7th Ave., 23rd fl., LA. 4-7262 (Spring)		
Oct. 28	10:30 A.M., TRIGERE, 550 Seventh Avenue, 16th floor, LO. 3-1600.		
Tuesday Oct. 28 11:00 A.M.	OPENING OF SPRING COLLECTION Designed by Beverly Moyer and Bill de Natale. Contact: 524-4510.	GINO CHARLES	530 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Tuesday Oct. 28 11:00 A.M.	OPENING OF SPRING COLLECTION Also Oct. 30, Nov. 6 at 11:00. By reservation. Contact: LO. 4-3246.	SEYMOUR FOX	512 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Tuesday Oct. 28 12:30 P.M. Luncheon	MADAME GRES COUTURE AT BENEFIT LUNCHEON Fall couture by Mme. Gres. Co-chmn.: Mrs. William Randolph Hearst, Jr. and Mrs. Iva Patcevitch. Price: $25.00. Contact: PL. 1-0530.	MUSICIANS EMERGENCY FUND (745 FIFTH AVENUE)	ST. REGIS ROOF
Oct. 28	1:00 P.M., HARVEY BERIN, 530 Seventh Avenue, 7th floor, PE. 6-0206.		
Oct. 28	1:00 P.M., TEAL TRAINA, 550 Seventh Avenue, 22nd floor, LA. 4-3520.		
Tuesday Oct. 28 2:30 P.M.	SPRING COLLECTION BY CHRISTIAN MANN Also Oct. 29 at 2:30. Contact: Martin Blank, 563-6380.	ADOLPH BLANK MARTINO	512 SEVENTH AVENUE SHOWROOM - 33RD FLOOR
Oct. 28	2:30 P.M., ALDRICH, 530 Seventh Avenue, 12th floor, CH. 4-1872.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Oct. 28	2:30 P.M., CHRISTIAN DIOR-N.Y., 498 Seventh Avenue, 17th fl., LO. 4-9220.		
Tuesday Oct. 28 3:30 P.M. Cocktails	PREVIEW OF SPRING COLLECTION	CLARET (498 SEVENTH AVENUE)	THE WEAVERS CLUB 111 WEST 40TH STREET
	Show at 4:00. By invitation only. Contact: LO. 3-6126. Publicity: Essie Pinsker Associates, WI. 7-2514.		
Tuesday Oct. 28 6:30 P.M.- 8:30 P.M.	EIGHTH SESSION: CAREER COURSE	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	UNITED ENG. CENTER 345 EAST 47TH STREET
	"Merchandise Promotion & Public Relations." Speakers: Letitia Baldrige, Letitia Baldrige Enterprises; Lenore Benson, Mademoiselle; Eleanor Bruce, Macy's; Eleanor Lambert, Eleanor Lambert, Inc. Price: $2.75. Contact: CI. 7-3940.		
Beginning Tuesday Oct. 28	SPRING COLLECTION BY FRANCES PRISCO	TED BROWN	498 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
	Continuous showings. Contact: LO. 4-9311.		
Beginning Tuesday Oct. 28	OPENING OF SPRING COLLECTION	JUNIOR ACCENT	498 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
	Continuous showings. Contact: LO. 4-1434.		
Beginning Tuesday Oct. 28	OPENING OF SPRING COLLECTION	MALLORY	530 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
	Continuous showings. Contact: Betty Hanson, WI. 7-4406.		
Wednesday Oct. 29 8:15 A.M. Breakfast	FASHION SHOW FOR RETAIL BUYERS	CELANESE FIBERS (522 FIFTH AVENUE)	RAINBOW ROOM ROCKEFELLER CENTER
	Ready-to-wear showing of Spring '70 fashions in Celanese fibers. For retailers. Show at 9:00 A.M. By invitation. Contact: Sue Brady, 867-2000.		
Oct. 29	10:30 A.M., OSCAR DE LA RENTA, 550 Seventh Avenue, 11th floor, LA.4-9350.		
Oct. 29	11:00 A.M., MARQUISE, 512 Seventh Avenue, 35th floor, BR. 9-5794.		
Wednesday Oct. 29 12:00 Noon	OPENING OF SPRING COLLECTION	MALCOLM CHARLES BY MORTON MYLES	530 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
	By reservation. Contact: 594-3000.		
Wednesday Oct. 29 12:30 P.M. Luncheon	FASHION SHOW AT LUNCHEON	SCHIAPARELLI	BARBETTA RESTAURANT 321 WEST 46TH STREET
	Fur collection by Schiaparelli will be shown. Reservations ($5.95): CI. 6-9171. Barbetta Publicity: Ellen Perl, TE. 2-8212.		
Wednesday Oct. 29 1:00 P.M. Luncheon	ANNUAL LUNCHEON FASHION SHOW	BOY SCOUTS OF AMERICA (GREATER N.Y. COUNCILS)	HOTEL PIERRE GRAND BALLROOM
	Showing of Holiday and Early Cruise collection designed by Karen Stark for Harvey Berin. Commentator: Lynne Lyons Blum. ("Pig-in-the-Poke" Gift Sale, 11:30 A.M.) Price: $20.00. Contact: Stanley Sherwood, 25 West 43rd Street, WI. 7-8400.		
Wednesday Oct. 29 2:00 P.M.; 3:30 P.M.	SPRING LINGERIE FOR RESIDENT BUYERS	WARNERS	90 PARK AVENUE SHOWROOM - 12TH FLOOR
	Also 3:30 P.M. (Buyer Shows begin Mon., Nov. 3). Contact: Kay Keniry, 661-1300, Ext. 296.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Oct. 29	2:30 P.M., ADOLPH BLANK, 512 Seventh Avenue, 33rd floor, 563-6380.		
Wednesday Oct. 29	PREMIERE: SPRING COLLECTION	JUDITH WISTER FOR TRAINA LTD.	550 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
	By invitation. Thereafter by appointment. Contact: LA. 4-3520.		
Oct. 30	10:00 A.M., JACK SARNOFF, 512 Seventh Avenue, 30th floor, PE. 6-7121.		
Thursday Oct. 30 10:30 A.M.	PRESS PREVIEW: SPRING COLLECTION	PHILIP SILLS,INC.; BONNIE CASHIN DESIGNS	48 WEST 37TH STREET SHOWROOM - 5TH FLOOR
	Preview of Bonnie Cashin's Spring collection for Philip Sills. By invitation. Beginning Mon., Nov. 3, daily from 9:30, by appointment. Contact: Arthur Sheer, LO. 5-0274. Publ.: Ruth Hammer, 246-4818.		
Oct. 30	11:00 A.M., SEYMOUR FOX, 512 Seventh Avenue, 22nd floor, LO. 4-3246.		
Thursday Oct. 30 11:00 A.M.& 2:30 P.M.	TWO SHOWINGS OF SPRING LINGERIE	VAN RAALTE	417 FIFTH AVENUE SHOWROOM - 2ND FLOOR
	Showings of Spring-Summer lingerie and under-fashions for resident buyers and press. Contact: Heather Wright, MU. 9-4200.		
Oct. 30	12:00 Noon, COUNTESS ALEXANDER, 530 Seventh Avenue, 9th floor, CH. 4-5693.		
Oct. 30	1:00 P.M., HARVEY BERIN, 530 Seventh Avenue, 7th floor, PE. 6-0206.		
Oct. 30	2:30 P.M., VAN RAALTE, 417 Fifth Avenue, 2nd floor, MU. 9-4200.		
Thursday Oct. 30 3:30 P.M.	OPENING OD SPRING COLLECTION	LESLIE FAY	1400 BROADWAY SHOWROOM - 16TH FLOOR
	By invitation. Thereafter continuous. Contact: LW. 4-9000.		
Thursday Oct. 30 5:00 P.M.- 7:00 P.M.	FIFTH ANNUAL DESIGN AWARDS	FASHION EYEWEAR GROUP OF AMERICA	HOTEL PIERRE BALLROOM
	Presentation of awards for outstanding eyewear designs. Cocktails and show for press and industry. By invitation. Publicity: Ruth Hammer, 246-4818.		
Thursday Oct. 30 6:00 P.M.	CUSTOMER SHOW	FRANKLIN SIMON	4TH FLOOR
	Fashion show by Arpeja: Young Edwardian, Young Innocence, Young Victorian. Open to public. Publicity: Adrienne Seiden, OR. 5-1000.		
Thursday Oct. 30 7:00 P.M.	THIRD ANNUAL SKI BALL	U.S. SKI EDUCATIONAL FOUNDATION	WALDORF-ASTORIA GRAND BALLROOM
	Co-chmn.: Dudley Cates & J.Negley Cooke, Jr. Vice-chmn.: Mrs. Clif Robertson & Thomas J.Watson, Jr. Price: $75 per person, for benefit of U.S. Ski Team Fund. Contact: Ruth Nicholson, 130 E. 63rd St., TE. 2-8056.		
Beginning Thursday Oct. 30	OPENING OF SPRING COLLECTION	TUDOR SQUARE	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
	Designed by Tracy Mills. Continuous showings. Contact: 279-2120.		
Oct. 30- Nov. 1	INTERNATIONAL BOUTIQUE FESTIVAL IN SAN JUAN, PUERTO RICO Contact: Henry Wadge, 826-2059.		
Oct. 30- Nov. 2	SKI SHOW OF THE 70'S AT NEW YORK COLISEUM Contact: CI. 6-2700.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Friday Oct. 31 12:30 P.M. Luncheon	SKI TRADE LUNCHEON MEETING	SKI PROMOTION SERVICE	HOTEL PLAZA TERRACE ROOM
	Panel discussion: "Ski Endorsements and what they mean to the Manufacturer." Narrator: Tom Corcoran. Panel members: Bob Beattie, Jess Bell, and others. Tickets: $15.00 each; or table of 8: $100. Publicity: Joan Parker, 6 East 43rd Street, 697-9027.		
Friday Oct. 31 3:00 P.M.	SPRING LOUNGEWEAR & AT-HOME FASHIONS	DYNASTY	530 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
	By invitation. Thereafter continuous. Contact: Jenny Collins, 279-0710.		
Friday Oct. 31 8:00 P.M.	"APRIL IN PARIS" BENEFIT DINNER-DANCE	AMERICAN-FRENCH FOUNDATION, INC.	WALDORF-ASTORIA GRAND BALLROOM
	Eighteenth annual dinner-dance for benefit of American-French Foundation (745 Fifth Avenue.) Price: $175 each.(Black Tie) Contact: PL. 8-4810.		
Nov. 3	5:30 P.M., HELGA, Hotel Gotham, Suite 1609, CI. 7-2200.		
Beginning Monday Nov. 3	SHOWING OF FRENCH READY-TO-WEAR	PARIS COLLECTIONS	543 MADISON AVENUE SHOWROOM - 3RD FLOOR
	Spring ready-to-wear by: Castillo, de Rauch, Lanvin, Laroche, Patou, Venet. By appointment. (Note new address) Contact: Marcia Goldberg, 755-7171. Publicity: Ruth Hammer Associates, 350 W. 51st St., 246-4818.		
Beginning Monday Nov. 3	SPRING COLLECTION AND MENSWEAR	JAEGER	1407 BROADWAY SHOWROOM - 41ST FLOOR
	Complete collection, including menswear designed by Carlo Palazzi. Contact: 758-6211.		
Beginning Monday Nov. 3	SPRING LINGERIE MARKET WEEK	WARNER-SLIMWEAR-LINGERIE	90 PARK AVENUE SHOWROOM - 12TH FLOOR
	Nov. 3 at 2:00; Nov. 4, 5, 6 at 10:00 and 2:00; Nov. 7 at 10:00; Nov. 10, 11 at 9:30, 11:00, 2:00, 3:30; Nov. 12 at 9:30, 11:00, 2:00; Nov. 13 at 10:00, 2:00. Contact: Kay Keniry, MO. 1-1300.		
Monday Nov. 3-Nov. 7	UNDER-DRESSING PRESENTATIONS	INDIAN HEAD HOSIERY CO.	530 FIFTH AVENUE SHOWROOM - 19TH FLOOR
	"Oh, McCallum! You Found a New Way of Under-Dressing"--designs by Emilio Pucci, Rudi Gernreich and Irene on a regular schedule throughout each day. Press contact: Rose Gerace or Diana Lubgan, 687-6030.		
Nov. 3-Nov. 7	ITALIAN READY-TO-WEAR, PITTI PALACE, FLORENCE, ITALY. Contact: Centro di Firenze per la Moda Italiana, Viale Gramsci 9/A, Florence.		
Nov. 4	ELECTION DAY (Tuesday)		
Tuesday Nov. 4 12:00 Noon	OPENING OF SPRING COLLECTION	LANZ	1407 BROADWAY SHOWROOM - 26TH FLOOR
	Also Nov. 5, 11, 12 at 12:00 Noon. By reservation. Contact: Audrey Brock, OX. 5-6440.		
Tuesday Nov. 4 2:00 P.M.	OPENING OF SPRING COLLECTION	ORIGINALA	512 SEVENTH AVENUE SHOWROOM - 43RD FLOOR
	Also Nov. 11, 18 at 2:00. By reservation. Contact: Miss Lorna, Miss Ruth, or Miss Delphine, 695-5100.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday Nov. 4 3:30 P.M.	OPENING OF SPRING COLLECTION	LAWRENCE OF LONDON	512 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
	International coats, including couture rainwear by Valentino of Rome. By invitation. Continuous thereafter. Contact: Rita Young, CH. 4-3815. Publicity: Muriel Durand, 355-6744.		
Tuesday Nov. 4 5:00 P.M.	MARKET WEEK RECEPTION	BURLINGTON HOSIERY	1345 SIXTH AVENUE THEATRE 22
	By invitation only. Contact: Barbra Jackson, 333-5300.		
Tuesday Nov. 4 8:00 P.M.	BENEFIT PREVIEW: NEW CHICAGO STORE	BONWIT TELLER	875 MICHIGAN AVENUE CHICAGO, ILLINOIS
	Benefit for Ravinia Festival of Chicago. Open to public, Wed., Nov. 5. Publicity: Peg Kaufman, EL. 5-5800.		
Beginning Tuesday Nov. 4	OPENING OF SPRING COLLECTION	AQUANALA	512 SEVENTH AVENUE SHOWROOM - 34TH FLOOR
	Continuous showings. Contact: 736-1076.		
Beginning Tuesday Nov. 4	OPENING OF SPRING COLLECTIONS	ARKAY; CAVENDISH	498 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
	Continuous showings. Contact: LO. 5-2626.		
Beginning Tuesday Nov. 4	OPENING OF SPRING COLLECTION	BARBARELLA (DIV. OF BARBERINI)	512 SEVENTH AVENUE SHOWROOM - 13TH FLOOR
	Informal showings. Contact: Alyson Shirk, PE. 6-2291.		
Beginning Tuesday Nov. 4	OPENING OF SPRING COLLECTION	BARBERINI	512 SEVENTH AVENUE SHOWROOM - 13TH FLOOR
	Informal showings. Contact: Florence or Teri, PE. 6-2291.		
Tuesday Nov. 4- Nov. 11	EIGHTY-SIXTH ANNUAL NATIONAL HORSE SHOW	NAT'L HORSE SHOW ASSN. OF AMERICA	MADISON SQUARE GARDEN 7TH AVE.& 33RD STREET
	Public Relations: Ed Corrigan, 752-2097. Tickets: 564-4400.		
Nov. 5	11:00 A.M., MARQUISE, 512 Seventh Avenue, 35th floor, BR. 9-5794.		
Nov. 5	12:00 Noon - LANZ, 1407 Broadway, 26th floor, OX. 5-6440.		
Wednesday Nov. 5 12:30 P.M. Luncheon	SKI & APRES SKI FASHIONS AT LUNCHEON	VARIOUS MANUFACTURERS	BARBETTA RESTAURANT 321 WEST 46TH STREET
	"Skiing Can Be A Family Affair"--fashions by Icelandic Imports and Turkish Import Division; Ben Kahn; Hans Heitsch of Sweden - P & M Distributors; Tidykins. Reservations ($5.95): CI. 6-9171. Barbetta Publicity: Ellen Perl, TE. 2-8212.		
Wednesday Nov. 5 4:00 P.M.	OPENING OF SPRING COLLECTION	GINALA (500 SEVENTH AVENUE)	500 CLUB 500 SEVENTH AVENUE
	By invitation. Thereafter continuous in showroom, 15th floor. Contact: CH. 4-2700.		
Wednesday Nov. 5 5:00 P.M.- 7:00 P.M.	PARTY TO MEET PRINCESS PIGNATELLI	EVE OF ROMA; LORD & TAYLOR	C'EST MOI 1220 SECOND AVE.(64TH)
	Eve of Roma and Lord & Taylor invite the press to meet Princess Luciana Pignatelli. By invitation only. Public Relations: Elinor McVickar, 759-4656.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Beginning Wednesday Nov. 5	OPENING OF NEW COLLECTION "You Can Call It Spring." By reservation. Contact: 524-3818.	STAN HERMAN FOR MR. MORT	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Beginning Thursday Nov. 5	OPENING OF SPRING COLLECTION Continuous showings. Contact: LO. 5-2626.	RAPPI	498 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
Nov. 6	11:00 A.M., SEYMOUR FOX, 512 Seventh Avenue, 22nd floor, LO. 4-3246.		
Friday Nov. 6 9:00 A.M.	OPENING OF SPRING COLLECTION By invitation. Thereafter by appointment in showroom, 24th floor. Contact: Maribeth Lubell, LO. 4-5430.	GUNTER FOR PROJECT II	WEAVERS CLUB 111 WEST 40TH STREET
Beginning Thursday Nov. 6	COLLECTION NUMBER 4 By appointment. Contact: Al Graham, 279-9915.	ANNE KLEIN AND COMPANY	205 WEST 39TH STREET SHOWROOM - 3RD FLOOR
Friday Nov. 7 7:15 P.M.	"FRONT PAGE" DINNER-DANCE Featuring 32nd annual presentation to five newspaper women for excellence in journalism. Tickets: $30.00 per person.(Black Tie) Contact: Room 90, 54 West 40th Street, OX. 5-7242.	NEWSPAPER WOMEN'S CLUB OF NEW YORK	HOTEL AMERICANA BALLROOM
Nov. 8- Nov. 13	FRENCH READY-TO-WEAR, PARC DES EXPOSITIONS, PORTE DE VERSAILLES, PARIS. Contact: 69, rue de Richelieu, Paris II, France.		
Sunday Nov. 9- Nov. 11	SEMI-ANNUAL SHOE SHOW Sponsored by: National Footwear Manufacturers Association: Volume Footwear Retailers of America; National Shoe Retailers Association; New England Footwear Association. Contact: Edward Launzel, 594-6506.	NEW YORK SHOE SHOW	STATLER-HILTON; NEW YORKER; McALPIN
Monday Nov. 10 11:00 A.M.	PRESS PREVIEW EXHIBIT Contemporary hair jewels by Lee Menichetti--adapted from antique jewels and head ornaments from the Traphagen School of Fashion collection, exhibited for the first time. By invitation. (Open to public, Nov.11-15, to meet Mr. Menichetti.) Publ.: Madeline de Vries, PL.3-7300, Ext. 397.	HAIR JEWELS BY LEE MENICHETTI	COIFFURES AMERICANA BERGDORF GOODMAN(7 FL.)
Monday Nov. 10- Nov. 14	SPRING LINGERIE MARKET WEEK Daily at 9:30, 10:30, 2:30. Publicity: Del Roberts, JU. 2-6767.	VANITY FAIR	640 FIFTH AVENUE SHOWROOM - 6TH FLOOR
Monday Nov. 10- Nov. 19	SPRING LINGERIE MARKET WEEK Daily at 10:00, 11:30, 2:30. Contact: Heather Wright, MU. 9-4200.	VAN RAALTE	417 FIFTH AVENUE SHOWROOM - 2ND FLOOR
Monday Nov. 10- Nov. 21	SPRING LINGERIE MARKET WEEK Daily informal showings. Contact: PL. 7-9600.	KAYSER/PERMA-LIFT	640 FIFTH AVENUE SHOWROOM - 5TH FLOOR
Nov. 11	12:00 Noon, LANZ, 1407 Broadway, 26th floor, OX. 5-6440.		
Nov. 11	2:00 P.M., ORIGINALA, 512 Seventh Avenue, 43rd floor, 695-5100.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday Nov. 11 4:30 P.M.	SPRING COLLECTION OF CHILDREN'S WEAR	RUTH OF CAROLINA	WEAVERS CLUB 111 WEST 40TH STREET
	Show at 5:00. By invitation only. Contact: Barbara Tribelhorn, 695-7087.		
Nov. 12	12:00 Noon, LANZ, 1407 Broadway, 26th floor, OX. 5-6440.		
Wednesday Nov. 12 4:30 P.M. Champagne	FIFTH ANNUAL LACE AWARDS	FRENCH LACE INDUSTRY; LACE IMPORTERS ASSN.	HOTEL PIERRE COTILLION ROOM
	"Prestige Awards from France" for outstanding presentations of French lace in fashion show. Winning retailer for 1969 and special commendations to designers and journalists. By invitation only. Publicity: Ken R.Williams, 695-2382.		
Friday Nov. 14 9:00 A.M.& 12:00 Noon	TWO SHOWS: AMERICAN READY-TO-WEAR	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	NEW YORK HILTON BALLROOM
	Commentators: Eugenia Sheppard and Robert Sakowitz. Prices: Breakfast--$10.00, members; $20.00, guests. Luncheon--$15.00, members, $25.00, guests. Contact: CI. 7-3940.		
Friday Nov. 14 7:45 P.M. Reception-Dinner	TWENTIETH ANNUAL FAN BALL BENEFIT	CHILDREN'S CANCER FUND OF AMERICA, INC.	HOTEL PLAZA TERRACE & BALLROOM
	Hon. Chmn.: Mrs. Richard M. Nixon. Hon. Vice-Chmn.: Mrs. Dwight D. Eisenhower. President: Mrs. Herbert T. Mundin. Chmn.: of Men's Committee: Col. Serge Obolensky. Reservations: $75.00 each.(Black Tie) Contact: 15 East 67th Street, LE. 5-4340.		
Tuesday Nov. 18 9:00 A.M. Petit Dejeuner	DOUBLE-KNIT FASHIONS FOR MEN AND WOMEN	WAUMBEC MILLS, INC. (469 SEVENTH AVENUE)	REGENCY HOTEL GRAND BALLROOM
	Theme: "The Waumbec Time Machine"--the 20's, 30's and 40's, reinterpreted for the 70's. Designers included: Adri, Patti Cappali, Dutchess Lingerie, Edie Gladstone, Gunter, Halston, Chuck Howard, Marshall Klugman, Ralph Lauren for Polo, Leo Narducci, Larry Kane for Raffles Wear, Mary Ann Restivo, Rikki, Ann Webster; and from Paris--Cerruti, Guy Laroche, Philippe Venet. Show at 9:30. By invitation. Contact: Phyllis Kay, LW. 4-1620.		
Tuesday Nov. 18-Nov. 21	SHOWING OF SPRING CANADIAN OUTERWEAR	CANADIAN DEPT. INDUSTRY, TRADE AND COMMERCE	HOTEL McALPIN 7TH FLOOR
	Showing of coats, suits, rainwear, car coats from Canada. Contact: Don Russell, Canadian Consulate General, 586-2400.		
Wednesday Nov. 19 6:00 P.M. Reception-Dinner	ANNUAL "TORCH OF HOPE" DINNER	CITY OF HOPE (250 WEST 57TH STREET)	HOTEL AMERICANA BALLROOM
	The fashion industry, in behalf of the City of Hope Pilot Medical Center honors Harold Krensky, Chairman of the Board of Bloomingdale's. Tickets: $100.00 each. Public Relations: Lee Grossman, JU. 2-1513.		
Tuesday Nov. 18 8:00 Breakfast	HANDBAG SEMINAR ON MERCHANDISING	NATIONAL HANDBAG ASSOCIATION	STATLER-HILTON HOTEL 7TH AVENUE & 33RD STREET
	"Merchandising to the Now Market"--spotlighting new trends in handbag retailing. Speakers: Carol Cooper Garey, display editor, Women's Wear Daily; Wilmer Weiss, vice president, Franklin Simon; Ron Chereskin, artist. Admission by ticket only. Publicity: Mary Woolley, Firestone Assoc., 43 Fifth Avenue, 924-4728.		
Wednesday Nov. 19 11.30 A.M.	CUSTOMER SHOWING: GINO CHARLES FASHIONS	BERGDORF GOODMAN	5TH FLOOR
	Holiday and Resort collection. Publicity: Madeline de Vries, PL. 3-7300.		

THESE SPRING COLLECTIONS HAVE OPENED - Continuous Showings

ADRI . . . . . 550 Seventh Avenue, 6th floor, 736-6180.

LARRY ALDRICH (Marie McCarthy) . . 530 Seventh Avenue, 12th floor, CH. 4-1872.

THE ARKINS . . . . . 530 Seventh Avenue, 6th floor, WI. 7-5324.

BIANCHI. . . . . 499 Seventh Avenue, 10th floor, BR. 9-0202.

MR. BLACKWELL. . . . . 530 Seventh Avenue, 21st floor, BR. 9-8575.

PAUL BLUMENSTEIN; ALISON . . . . . 530 Seventh Avenue, 27th floor, WI. 7-0152.

BRENNER COUTURE. . . . . 498 Seventh Avenue, 21st floor, 947-9677.

BRIGANCE FOR FORNAROTTO. . . . . 48 West 37th Street, 14th floor, 947-1717.

BRIGANCE WATERCLOTHES. . . . . 1407 Broadway, 9th floor, 563-0416.

CAMEO EVENING; FIVE-THIRTY P.M.. . 530 Seventh Avenue, 3rd floor, PE. 6-0151.

PIERRE CARDIN NEW YORK . . . . . 205 West 39th Street, 15th floor, 279-3091.

DAVID CRYSTAL. . . . . 498 Seventh Avenue, 23rd floor, BR. 9-6560.

DANIKA BY LEAMOND DEAN . . . . . 498 Seventh Avenue, 2nd floor, 924-4525.

DESIGN THAI. . . . . 1 East 53rd Street, 10th floor, HA. 1-1676.

GREGG DRADDY . . . . . 498 Seventh Avenue, 20th floor, LW. 4-4197.

DYNASTY (dresses). . . . . 530 Seventh Avenue, 16th floor, 279-0710.

ESTEVEZ FOR NEAL . . . . . Hotel Gotham, Suite 1109, CI. 7-2200.

EVAN-PICONE. . . . . 1407 Broadway, 33rd floor, 564-7375.

THE FIFTH ADDITION (RONNIE SIMON) 530 Seventh Avenue, 3rd floor, LO. 4-8190.

WILSON FOLMAR. . . . . 530 Seventh Avenue, 14th floor, LA. 4-5923.

SAM FRIEDLANDER. . . . . 530 Seventh Avenue, 2nd floor, PE. 6-2663.

HENRY FRIEDRICKS . . . . . 205 West 39th Street, 13th floor, PE. 6-8867.

GALLANT INTERNATIONAL. . . . . 205 West 39th Street, 8th floor, LA. 4-7285.

ANNEMARIE GARDIN . . . . . 550 Seventh Avenue, 4th floor, 594-5483.

BERT GEIGER/CAMPIONI . . . . . 550 Seventh Avenue, 5th floor, 279-2535.

RUDI GERNREICH FOR HARMON. . . . . 530 Seventh Avenue, 20th floor, 695-1617.

GAY GIBSON; PLW. . . . . 1407 Broadway, 39th floor, 564-3913.

GOLDWORM . . . . . 1410 Broadway, 20th floor, 244-1700.

(continued on following page)

CONTINUOUS SHOWINGS OF SPRING COLLECTIONS (continued from page 11)

MARIO FORTE FOR HANDMACHER . . . . 533 Seventh Avenue, 15th floor, 564-7832.

HARMAY . . . . . 498 Seventh Avenue, 22nd floor, PE. 6-5547.

KIKI HART. . . . . 530 Seventh Avenue, 5th floor, WI. 7-7457.

EVA HAYNAL . . . . . 435 Fifth Avenue, Penthouse, 755-5529.

JONNY HERBERT; PAB LTD.. . . . . 498 Seventh Avenue, 18th floor, LO. 5-6900

CHUCK HOWARD . . . . . 550 Seventh Avenue, 2nd floor, LO. 4-2155.

IRENE BY HUBERT LATIMER. . . . . Hotel Plaza, Suite 301, PL. 9-3000.

JEREMY BY ALAN PHILLIPS. . . . . 530 Seventh Avenue, 9th floor, 594-0870.

JEUNESSE; BLAUNER BOUTIQUE . . . . 498 Seventh Avenue, 17th floor, OX. 5-6234.

JOBERE . . . . . 530 Seventh Avenue, 30th floor, PE. 6-1351.

JUNIOR SOPHISTICATES; AMBA . . . . 498 Seventh Avenue, 4th floor, LO. 4-0462.

NAT KAPLAN . . . . . 498 Seventh Avenue, 21st floor, LO. 5-4115.

KIMBERLY . . . . . 1410 Broadway, 10th floor, 564-1080.

GAYLE KIRKPATRICK. . . . . 530 Seventh Avenue, 29th floor, 524-7900.

ELLEN LOCKWOOD . . . . . 1410 Broadway, 19th floor, WI. 7-6122.

LOOMTOGS . . . . . 1407 Broadway, 35th floor, 594-2100.

MAM'SELLE. . . . . 498 Seventh Avenue, 9th floor, CH. 4-7373.

MARDI GRAS (Jerry Marsch). . . . . 530 Seventh Avenue, 17th floor, WI. 7-2055.

VERA MAXWELL . . . . . 530 Seventh Avenue, 26th floor, LO. 3-4358.

MIGNON; MISS MIGNON. . . . . 498 Seventh Avenue, 15th floor, BR. 9-5991.

MILA KNITS . . . . . 1410 Broadway, 28th floor, 736-7171.

MILBO. . . . . 550 Seventh Avenue, 5th floor, 594-6880.

MODA ROMANA (Carosa of Rome) . . . St. Regis-Sheraton, Mezzanine, PL. 5-2340.

MODELIA. . . . . 205 West 39th Street, 14th floor, PE. 6-8888.

MODERN COUTURE . . . . . 530 Seventh Avenue, 19th floor, CH. 4-3169.

JOHN MOORE . . . . . 550 Seventh Avenue, 24th floor, OX. 5-1350.

HANAE MORI . . . . . Hotel Plaza, Suite 237, 758-7760; PL. 9-3000.

GEORGE NARDIELLO FOR RONA. . . . . 498 Seventh Avenue, 16th floor, 565-1036.

(continued on following page)

CONTINUOUS SHOWINGS OF SPRING COLLECTIONS (continued from page 12)

LEO NARDUCCI . . . . . 530 Seventh Avenue, 11th floor, 594-5660.

MOE NATHAN . . . . . 530 Seventh Avenue, 26th floor, LW. 4-2717.

STANLEY NELSON (California). . . . Hotel Gotham, Suite 805, CI. 7-2200.

PARNES FEINSTEIN; PF KNITS . . . . 530 Seventh Avenue, 10th floor, BR. 9-0952.

MOLLIE PARNIS. . . . . 530 Seventh Avenue, 18th floor, BR. 9-5012.

PATTULLO-JO COPELAND . . . . . 498 Seventh Avenue, 14th floor, LO. 3-5650.

PETTI 4'S. . . . . 498 Seventh Avenue, 17th floor, CH. 4-3558.

PILOT BLOUSES (Gayle Kirkpatrick). 1407 Broadway, 14th floor, PE. 7-6800.

REMBRANDT. . . . . 498 Seventh Avenue, 6th floor, LO. 4-3600.

SAMUEL ROBERT. . . . . 530 Seventh Avenue, 20th floor, LA. 4-4562.

RODRIGUES FOR PETER CLEMENTS . . . 530 Seventh Avenue, 2nd floor, LO. 3-0992.

RONA . . . . . 498 Seventh Avenue, 9th floor, LO. 4-1036.

RONDINA-MANZO. . . . . 550 Seventh Avenue, 3rd floor, CH. 4-7270.

GIORGIO DI SANT'ANGELO . . . . . 24 East 38th Street, 5th floor, 685-3766.

SARMI; NANDO COUTURE . . . . . 550 Seventh Avenue, 3rd floor, CH.4-7270;947-7326.

THE SCHRADERS. . . . . 530 Seventh Avenue, 15th floor, LO. 4-9194.

THE SIDNEYS. . . . . 498 Seventh Avenue, 16th floor, LA. 4-2880.

JERRY SILVERMAN. . . . . 530 Seventh Avenue, 9th floor, CH. 4-7522.

SPORTS EDITIONS. . . . . 1407 Broadway, 35th floor, 594-2100.

SPORTWHIRL (Jeanne Campbell) . . . 498 Seventh Avenue, 15th floor, 565-1445.

STRELITZ . . . . . St. Moritz Hotel, Suite 1723, PL. 5-5800.

RICHARD TAM. . . . . Hotel Plaza, Suite 223, PL. 9-3000.

HANNAH TROY. . . . . 530 Seventh Avenue, 2nd floor, LO. 3-0988.

VICTORIA ROYAL . . . . . 530 Seventh Avenue, 7th floor, WI. 7-6845.

CHESTER WEINBERG . . . . . 498 Seventh Avenue, 10th floor, CH. 4-3877.

WILROY; WILROY SPORTS. . . . . 498 Seventh Avenue, 22nd floor, LO. 5-7815.

ANDREW WOODS . . . . . 550 Seventh Avenue, 11th floor, 564-3857.

ADOLPHE ZELINKA (John Anthony) . . 512 Seventh Avenue, 38th floor, LO. 4-7521.

1970

JANUARY

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